

REMARKS

This communication is responsive to the Office Action mailed August 25, 1999. Claims 31-33 were rejected under 35 U.S.C. § 112, second paragraph as being indefinite for failing to particularly point out and distinctly claim the subject matter which Applicant regards as the invention.

Claims 31, 32, 34, 37, 38 and 40 were rejected under 35 U.S.C. §103(a) as being unpatentable over U.S. Patent No. 4,751,578 issued to Reiter et al. ("*Reiter*") in view of U.S. Patent No. 5,589,892 issued to Knee et al. ("*Knee*").

Claims 33, 35, 36, 39, 41 and 42 were rejected under 35 U.S.C. §103(a) as being unpatentable over *Reiter* and *Knee* in further view of U.S. Patent No. 5,585,838 issued to Lawler et al. ("*Lawler*").

In response, Applicants have cancelled claims 31-42 rendering the Examiner's rejections moot, and present new claims 43-59 for examination.

Applicant submits that all new claims are fully supported by the original disclosure (*see* e.g. page 11, line 3 through page 13, line 18) and no new matter has been added.

New independent claims 43 and 49 are drawn to a GUI for presenting data associated with an entertainment program and both recite:

a first multimedia identifier corresponding to the entertainment program and selectable to deliver associated entertainment system data, the entertainment system data receivable from a plurality of sources in a plurality of source-specific multimedia data formats and stored in a first location in association with the first multimedia identifier according to a translated unitary data format.

42390.P4500

Patent

Applicant submits that neither *Knee*, *Reiter*, nor *Lawler* teach or otherwise suggest a graphical user interface comprising a first multimedia identifier associated with entertainment system data receivable from a plurality of sources **in a plurality of source-specific multimedia data formats** and stored in a first location in association with the first multimedia identifier according to a ***translated unitary data format***.

Similarly, new independent claim 55 is drawn to an apparatus for presenting data associated with an entertainment program comprising:

a data parser to receive a plurality of entertainment system data associated with the entertainment program from a plurality of sources in a plurality of source-specific multimedia data formats, and to translate the entertainment system data into a unitary data format;

a data engine to receive the translated entertainment system data from the parser and store the translated entertainment system data into a database according to one of a plurality of database storage formats; and

a graphical query interface to access the entertainment system data stored in the database and present the entertainment system data as one or more selectable multimedia identifiers corresponding to the entertainment program.

Applicant submits that neither *Knee*, *Reiter*, nor *Lawler* teach or otherwise suggest such an apparatus having a data parser, a data engine, and a graphical query system so equipped to receive a plurality of entertainment system data associated with the entertainment program from **a plurality of sources in a plurality of source-specific multimedia data formats**, **translate the entertainment system data into a unitary data format**, and **present the entertainment system data as one or more selectable multimedia identifiers corresponding to the entertainment program**.

42390.P4500

Patent

Therefore, claims 43, 49 and 55 are patentable over the cited references. By virtue of at least their dependency on at least one of these claims, claims 44-48, 50-54 and 56-59 are also patentable over the cited references.

In view of the foregoing, allowance of claims 43-59 and early issuance of Notice of Allowance is respectfully requested.

Please charge any shortages and credit any overages to our Deposit Account
No. 02-2666.

Respectfully submitted,

BLAKELY, SOKOLOFF, TAYLOR & ZAFMAN, L.L.P.

Date: 3/6, 2000

Robert A. Dinku, 40,992 for
Aloysius T.C. AuYeung
Registration No.: 35,432

12400 Wilshire Blvd.
Seventh Floor
Los Angeles, CA 90025
(503) 684-6200